



Há vida depois da SMS

*Lisboa, 27 de Maio de 2010 * Francesco Berrettini*

inESTing

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SMS

Portugal

Mobile Marketing

Mobile Advertising

Futuro



Definição

SMS: Short Message Service

mensagem escrita

enviada ou recebida através de um telemóvel,

que pode compreender um máximo de 160 caracteres,

e funciona através de um protocolo comum às operadoras de telecomunicações móveis aderentes à rede GSM (Global System for Mobile communications).



História

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História

A ferramenta foi lançada para alertar problemas de rede;

O primeiro envio foi feito em 1992, pelo engenheiro Neil Papworth;

Já a primeira mensagem comercial foi enviada por Riku Pihkonen, estagiário da Nokia;

O SMS só arrancou comercialmente a partir de 1999;



Factores de Sucesso

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Universalidade

Mobilidade -> Proximidade

Simplicidade de Utilização

Discrição

Eficácia

Custo por Contacto Reduzido

Rapidez de Execução



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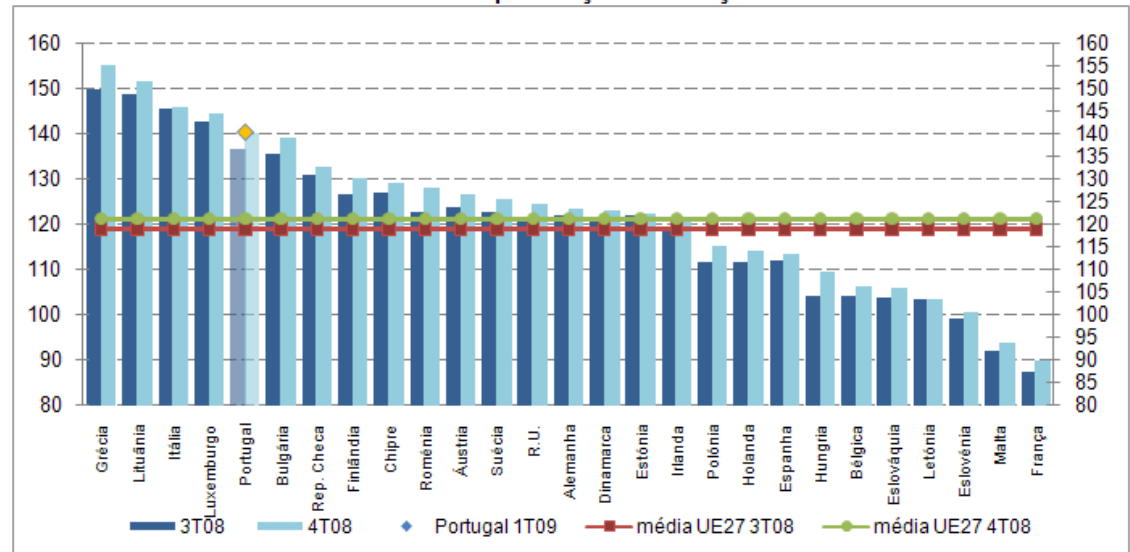
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Penetração Mobile (Vs Europa)

Gráfico 1: Taxa de penetração do serviço na UE27



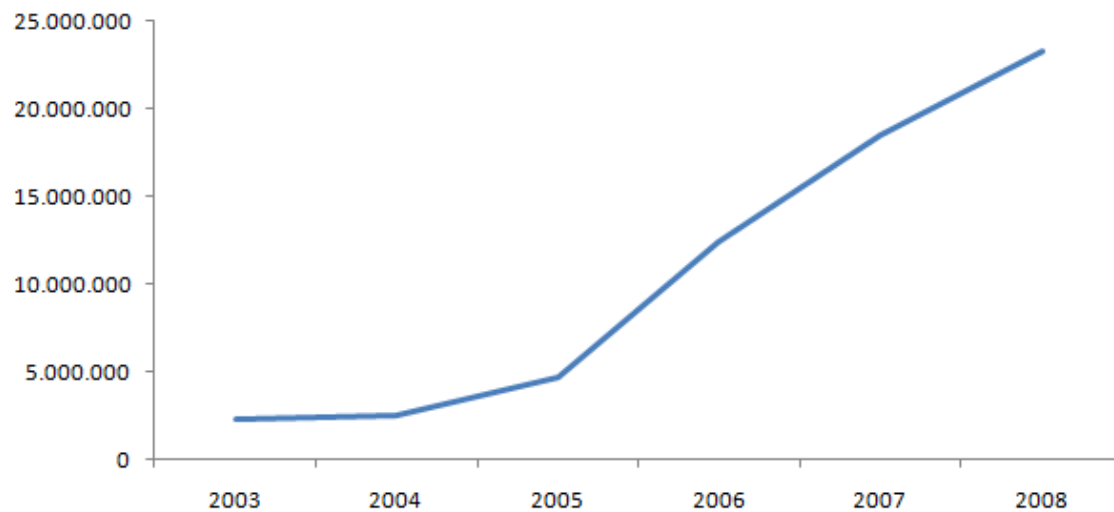
Fonte: ICP-ANACOM.

Unidade: assinantes por 100 habitantes.



Tráfego SMS (Portugal)

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Fonte: Anacom



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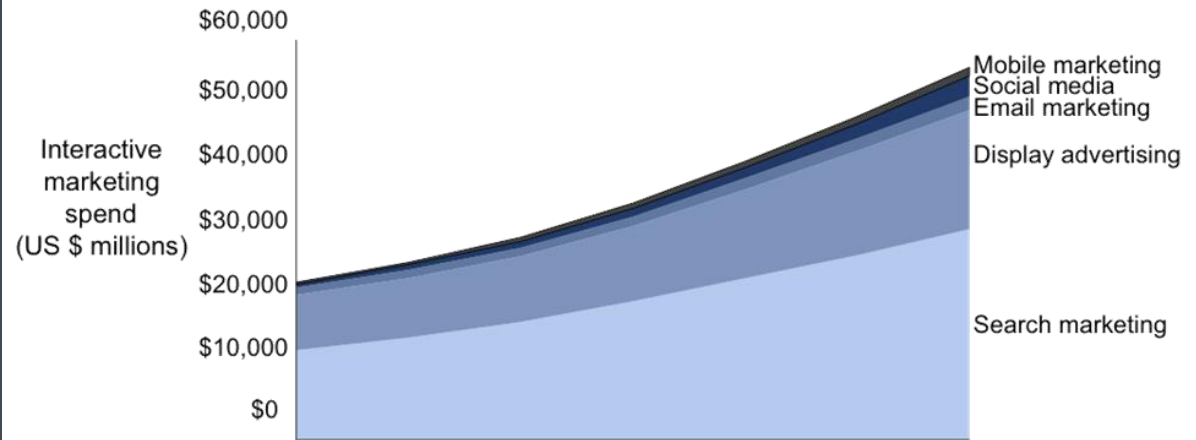
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Mobile Marketing no Digital



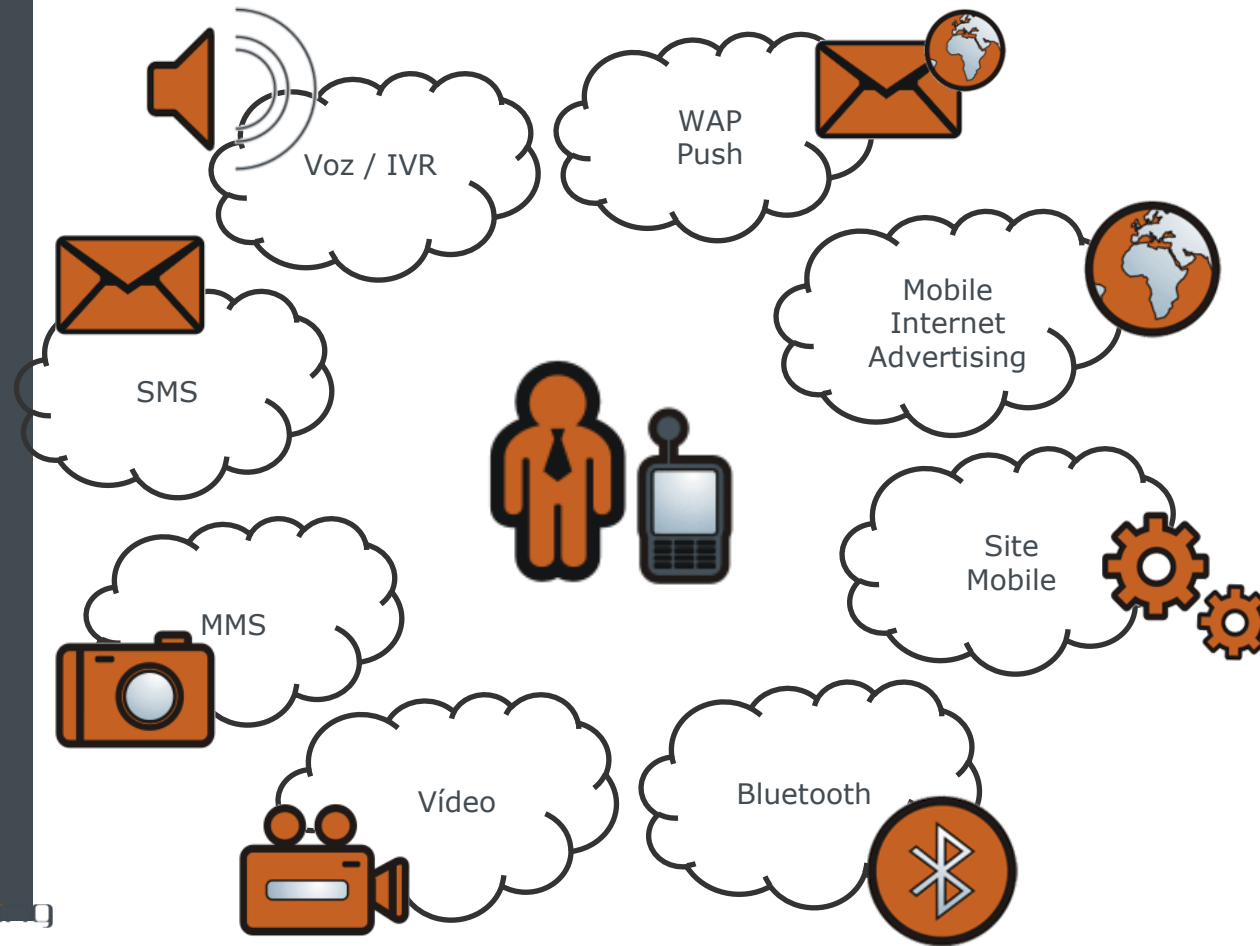
	2008	2009	2010	2011	2012	2013	2014	CAGR
Mobile marketing	\$232	\$391	\$561	\$748	\$950	\$1,131	\$1,274	27%
Social media	\$455	\$716	\$935	\$1,217	\$1,649	\$2,254	\$3,113	34%
Email marketing	\$1,170	\$1,248	\$1,355	\$1,504	\$1,676	\$1,867	\$2,081	11%
Display advertising	\$7,699	\$7,829	\$8,395	\$9,846	\$11,732	\$14,339	\$16,900	17%
Search marketing	\$13,516	\$15,393	\$17,765	\$20,763	\$24,299	\$27,786	\$31,588	15%
Total	\$23,073	\$25,577	\$29,012	\$34,077	\$40,306	\$47,378	\$54,956	17%
Percent of all ad spend	9%	10%	11%	13%	15%	17%	19%	

1 Entire contents © 2009 Forrester Research, Inc. All rights reserved.

Source: Forrester Research Interactive Advertising Forecast, 4/09 (US Only)



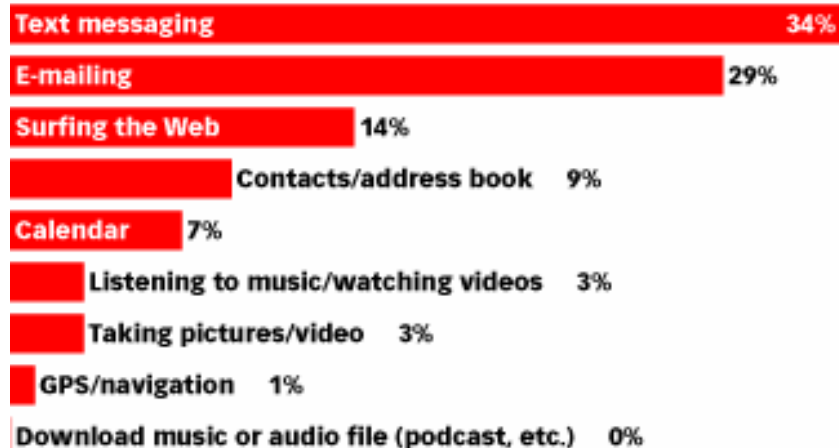
Ferramentas



Utilização

Tipo de actividade dos utilizadores de Telemóvel (EUA, Maio de 2009)

Most Frequent Mobile Content Activity* of US Smartphone Users, May 2009 (% of respondents)



*Note: n=1,016 ages 18+; *other than the telephone function
Source: Trend Micro, "Smartphone Consumer Market Research Report,"
August 17, 2009*

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www.eMarketer.com



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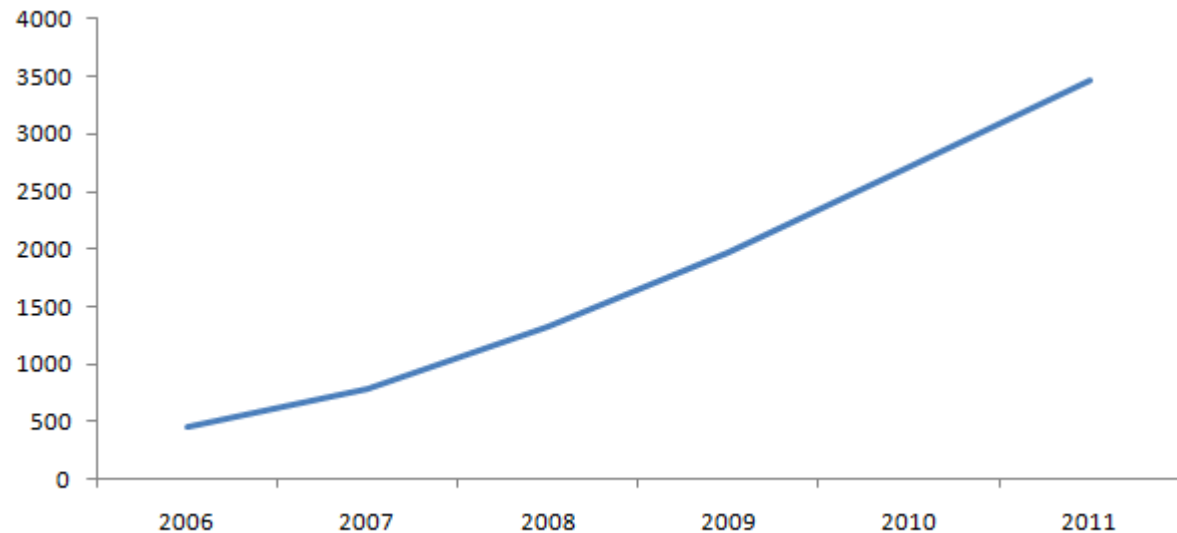
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Mobile Advertising Europa

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Estimativa de Investimento em Publicidade na Europa Ocidental através do Canal Mobile (milhões de dólares)



Mobile Advertising EUA

Estimativa de Investimento em Publicidade na nos EUA através do Canal Mobile (milhões de dólares)

US Mobile Advertising Spending, 2008-2013 (millions)



Note: includes display, search and messaging-based advertising

Source: eMarketer, September 2009



Messaging Vs Display Vs Search

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Com um evidente crescimento do display e search face ao messaging

US Mobile Advertising Spending Share, by Format, 2008-2013 (% of total)

	2008	2009	2010	2011	2012	2013
Messaging	60%	55%	48%	41%	34%	28%
Display	22%	25%	28%	31%	33%	35%
Search	18%	20%	24%	28%	33%	37%

Source: eMarketer, September 2009

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www.eMarketer.com



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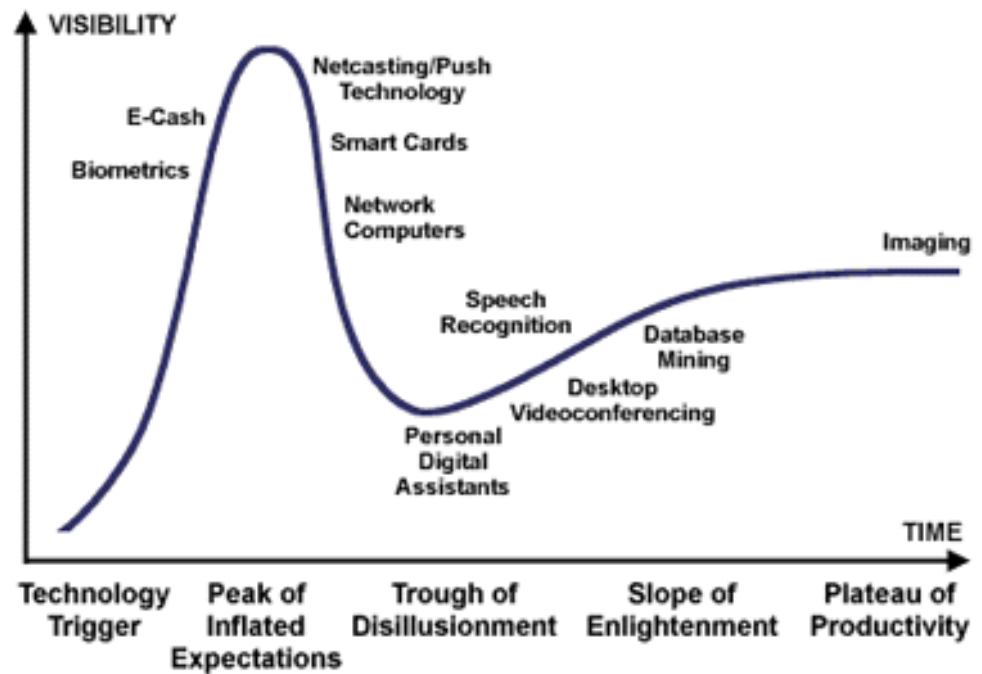
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Todas as novas tecnologia evoluem de acordo com esta tendência

Hype Cycle of Emerging Technology



Source: Gartner Group



Social Media Mobile

AKA'AKI
the discovery of a lifetime

english ▾

login for members
username:
password: [forgot?](#)
 remember me
[log in](#)

join aka-aki, collect encounters and win with a little luck cool prizes every week

this week you could win the new cd by **I Might Be Wrong** and 2 tickets to see them live on their current tour.

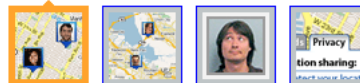
the people nearby.
on your mobile.
[▶ play video](#)

sign up
username:
password:
country:
puerto rico ▾
birthday:
1 ▾ january ▾ 1982 ▾
gender:
choose gender... ▾
e-mail:
security code:
/ R L R Q U
 accept terms of use & privacy policy
[sign up for free](#)



Social Media Mobile

Google latitude




Fred wants to hang out with his friends, and checks to see where they are.

 [Learn more about Google Latitude](#)

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See where your friends are right now

Enjoy Google Latitude on your phone, computer, or both.

Start using it on your phone

See your friends' locations and share yours with them.

Enter your number or visit google.com/latitude on your mobile browser.

+1 XXX-XXX-XXXX

Send a link to my phone

United States

▶ [Will it work with my phone?](#) **New!** Now available on iPhone.

View it on your computer

See your friends' locations on a full screen even without a compatible phone or data plan.

[Add Latitude to iGoogle »](#)



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*Social
Media
Mobile* = *Social
Media
PC*

*Em média, o uso do Facebook no PC absorve
27 minutos e gera 2,7 visitas diárias;*

*No telemóvel, o uso da mesma rede absorve
24 minutos e gera 3,3 visitas diárias*



Convergência



Convergência



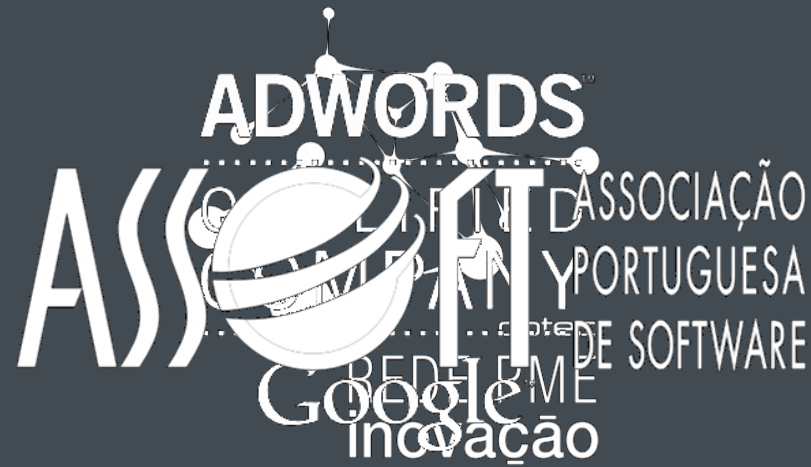
interesting

Hello



Hello

*A Inesting ambiciona ser reconhecida pela capacidade de
inovar e acrescentar valor actuando a partir de
Portugal, mas sem limites geográficos.*



Obrigado !

Inesting – Marketing Tecnológico, S.A.

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